



**Not
just a
(RE)OPENING:
A NEW BEGINNING**

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Just weeks after winding down operations, companies are being asked to restart their engines at an unprecedented rate as lockdown rules are gradually relaxed.

Make sure your business is ready for the "new normal" and let us help you come back with a bang.

WHAT WE CAN DO FOR YOU:



**SAVE YOU
MONEY**



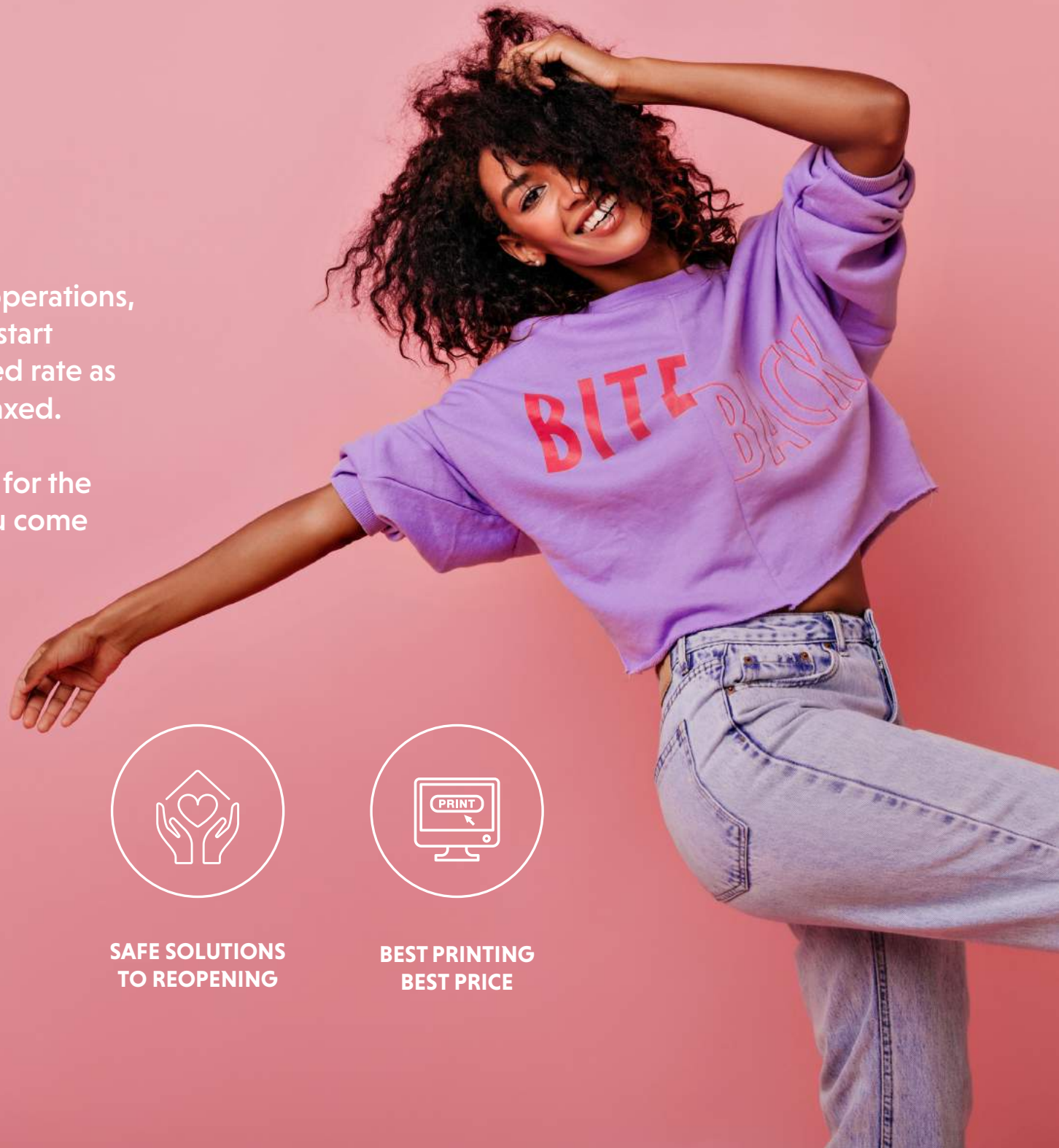
**COMMUNICATE
WITH CUSTOMERS**



**SAFE SOLUTIONS
TO REOPENING**



**BEST PRINTING
BEST PRICE**



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Mercury Retail offers a cost effective, high quality retail marketing solution. We have devised thousands of impactful, measurable campaigns for our clients, which is why we are very quickly becoming the first choice for Centre Managers, Property Managers and asset teams across the retail sector.

NEVER BEATEN ON:



VALUE FOR MONEY



INNOVATION



QUALITY

OUR APPROACH TO THE NEW NORMAL TO GET YOUR BUSINESS BACK UP AND RUNNING:



SAFETY FIRST



CLEAR MESSAGING



OVER COMMUNICATING
WITH CUSTOMERS



ONLINE VISIBILITY

You can cherry pick services outlined below to be delivered on an adhoc basis, or we can create a bespoke monthly retainer which allows us to be extremely competitive on costings.



CORONAVIRUS NOTICE!

**PLEASE
KEEP LEFT
WHERE POSSIBLE**



**PLEASE ADHERE TO SOCIAL DISTANCING
GUIDANCE AT ALL TIMES.**



HILLSTREET
SHOPPING CENTRE

#STAYSAFE
www.hillstreetshopping.com



SIGNAGE AND MESSAGING SOLUTIONS

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CORONAVIRUS NOTICE!

**ONLY 1 PERSON
OR 1 FAMILY
AT ANY TIME**

 **PLEASE ADHERE TO SOCIAL DISTANCING
GUIDANCE AT ALL TIMES.
#STAYSAFE**

 **PLEASE WAIT BEHIND THE LINE UNTIL THE LIFT IS EMPTY**

 **HILLSTREET
SHOPPING CENTRE**



**CORONAVIRUS
NOTICE!**



PLEASE KEEP LEFT WHERE POSSIBLE



Please adhere to social distancing guidance at all times.



Avoid groups and shop alone wherever possible.



Avoid making close contact with others.



Don't arrange to meet up with other groups.



Try to avoid busy areas, go to a quieter area first.



Be kind to each other and to our colleagues. Please give each other space.

#STAYSAFE

 **HILLSTREET
SHOPPING CENTRE**

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CORONAVIRUS NOTICE!



**EXIT VIA THE
LEFT DOOR
ONLY**

RESPECT THE **ONE WAY SYSTEM**



QUEENS
ARCADE

#STAYSAFE

www.queensarcadecardiff.co.uk

CORONAVIRUS NOTICE!



**THANK YOU
FOR VISITING
PLEASE USE
THE SANITISER**

#STOPTHESPREAD



QUEENS
ARCADE

#STAYSAFE

www.queensarcadecardiff.co.uk

CORONAVIRUS NOTICE!



**1 PERSON OR 1 FAMILY IN
LIFT AT ANY ONE TIME**



**KEEP YOUR
DISTANCE**



**QUEUE
RESPONSIBLY**



**AVOID
BUSY AREAS**

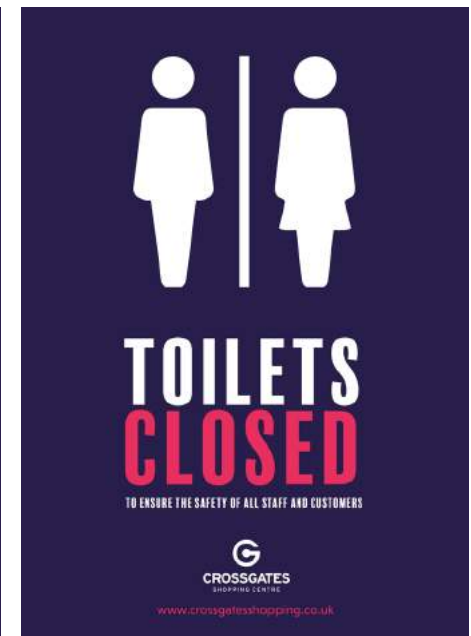
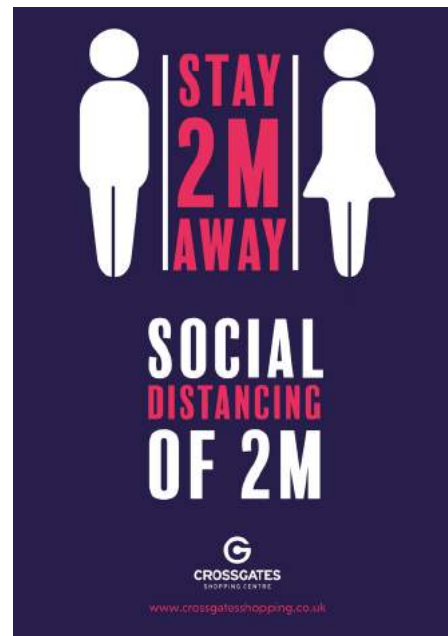
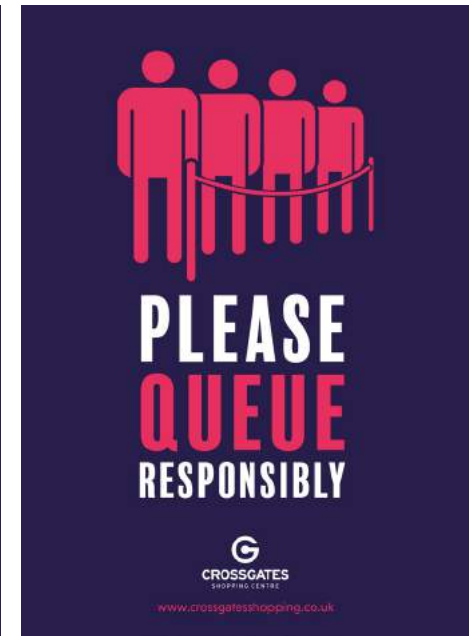


QUEENS
ARCADE

#STAYSAFE

www.queensarcadecardiff.co.uk









Ladysmith
SHOPPING CENTRE

PUBLIC SAFETY NOTICE

HELP US STOP THE SPREAD OF CORONAVIRUS



STAY SAFE
ADHERE TO 2M
SOCIAL DISTANCING
GUIDELINES



SHOP
RESPONSIBLY
AVOID BUSIER TIMES



WASH HANDS
REGULARLY
AND USE HAND
SANITISER

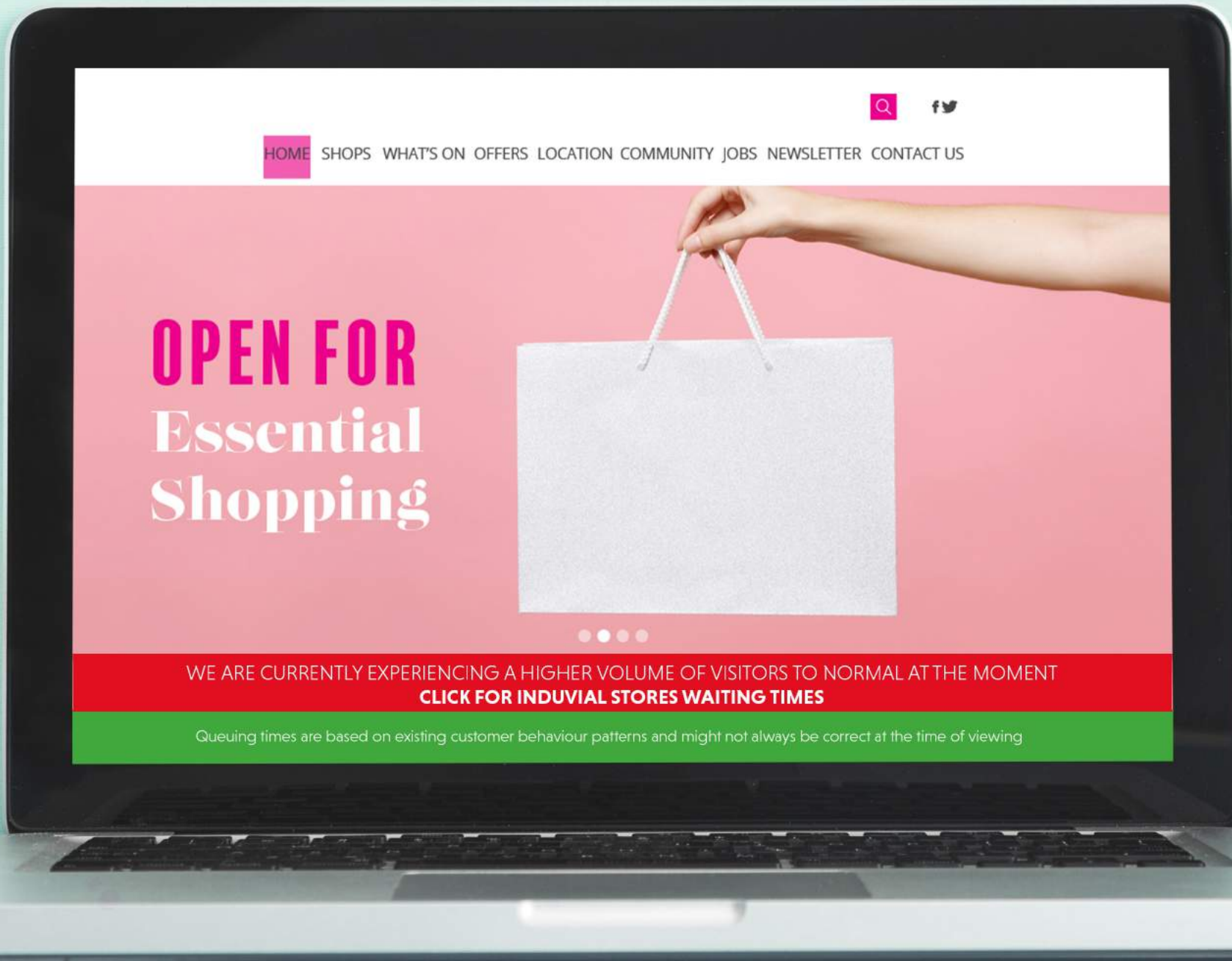


IF YOU HAVE
SYMPTOMS OF THE
VIRUS PLEASE
STAY AT HOME

STAY SAFE. HELP KEEP OTHERS SAFE

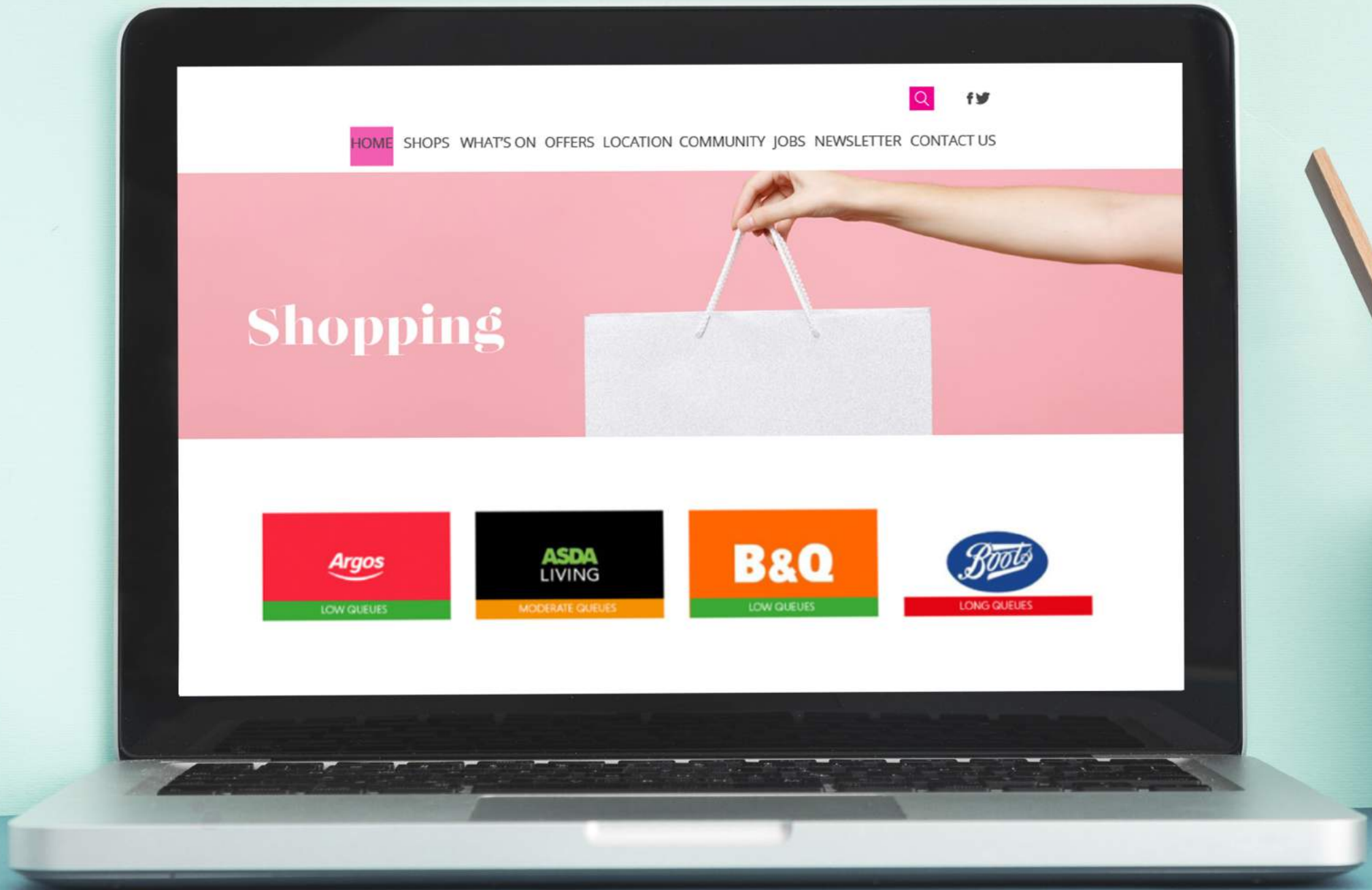
INFLUENCE FOOTFALL

Ensuring the centre does not become overcrowded is vital. We can create a red, amber and green traffic light system on your website that indicates to shoppers how busy the centre is at the time a customer is viewing the website.



Based on existing customer behaviour patterns we can also programme a traffic light system for each individual retailer which will change at different times of the day.

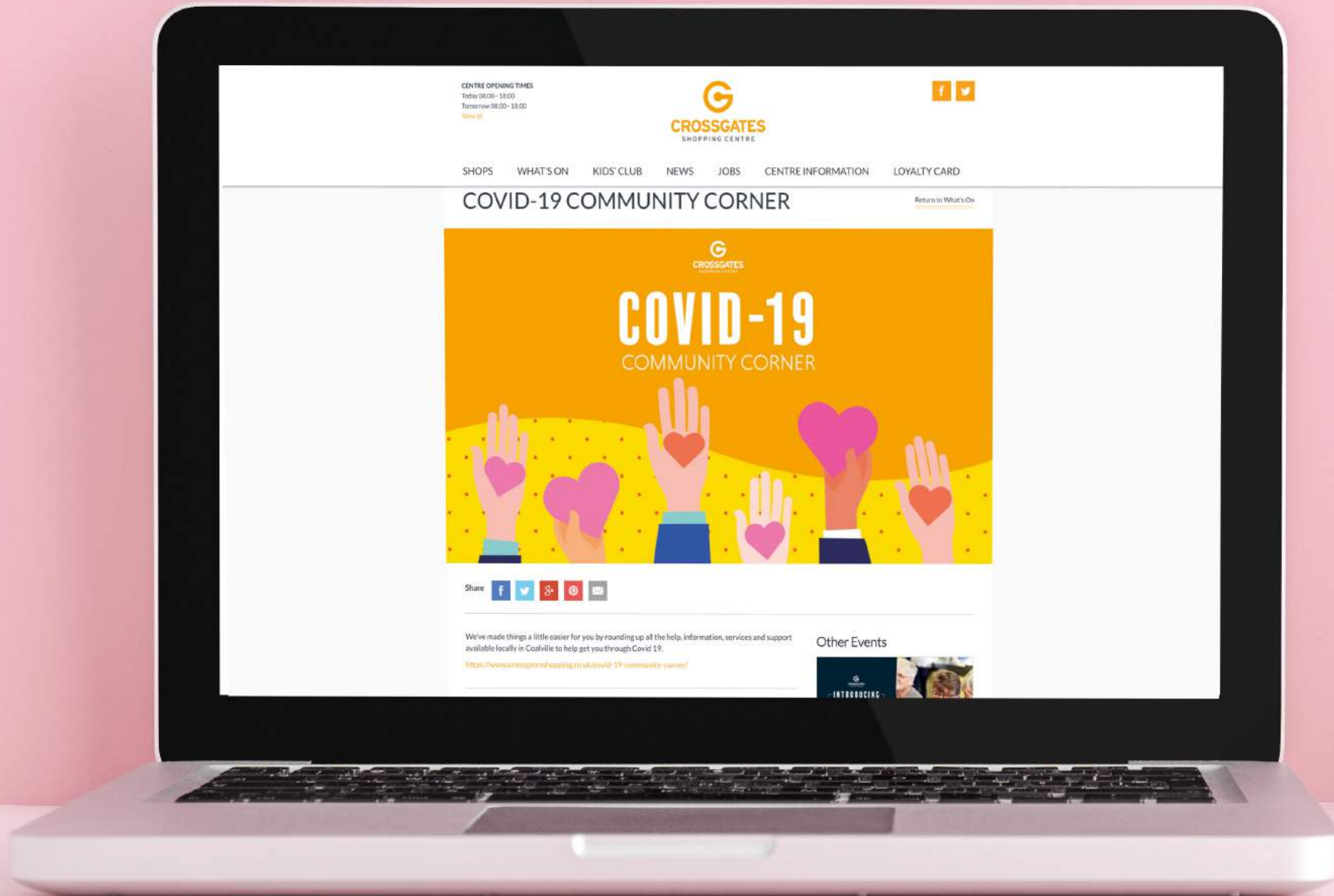
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CORONAVIRUS INFORMATION PAGES

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Become a one stop shop for all local information and services available in your area to save customers having to search the internet. We have produced Covid 19 Community Corners for several shopping centres that include information on travel, business support, job opportunities, free school meals, food deliveries, waste management and mental health support to name but a few.



SOCIAL MEDIA MANAGEMENT

It is critical the messaging on social media supports government guidelines. The shopping centre needs people, retailers need sales but businesses need to be careful to not actively encourage people to flock to the shopping centre for a "hot deal".

We will create a weekly content plan to ensure the right balance of centre information, retailer information, local news and entertainment.

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
Coronavirus update	Local news story	Retailer update	Meme	National Awareness Day	Coronavirus update	Local news story
Local news story	Retailer update	Meme	National Awareness Day	Coronavirus update	Local news story	Retailer update
Retailer update	Meme	National Awareness Day	Coronavirus update	Local news story	Retailer update	Meme
Meme	National Awareness Day	Coronavirus update	Local news story	Retailer update	Meme	National Awareness Day

RETAILER LIAISON

We pride ourselves on excellent retailer liaison. Whether it's face to face or a What's App group, we identify the best way to communicate with your retailers to ensure they see real value in the service charge.

Each retailer is treated as an individual client and we forge strong relationships with store managers to establish brand partnerships for events and campaigns.

We communicate regularly with retailers to get up to date information for the centre's digital channels, as well as identifying community news angles for the centre's website and local press if the story is strong enough.



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COMMS



Covid 19 is a fast moving situation and centres will need to have statements prepped and ready to issue as lock down restrictions begin to ease.



Mercury will liaise with local press to ensure the right message is communicated in the right areas.



Column inches are no longer determined by press articles. We ensure your message is communicated beyond the original realms of PR.



Internet trolls are out in force at the moment and it only takes one customer to capture a photo in the centre that exposes a retailer not adhering to social distancing and be prepared for a barrage of comments.



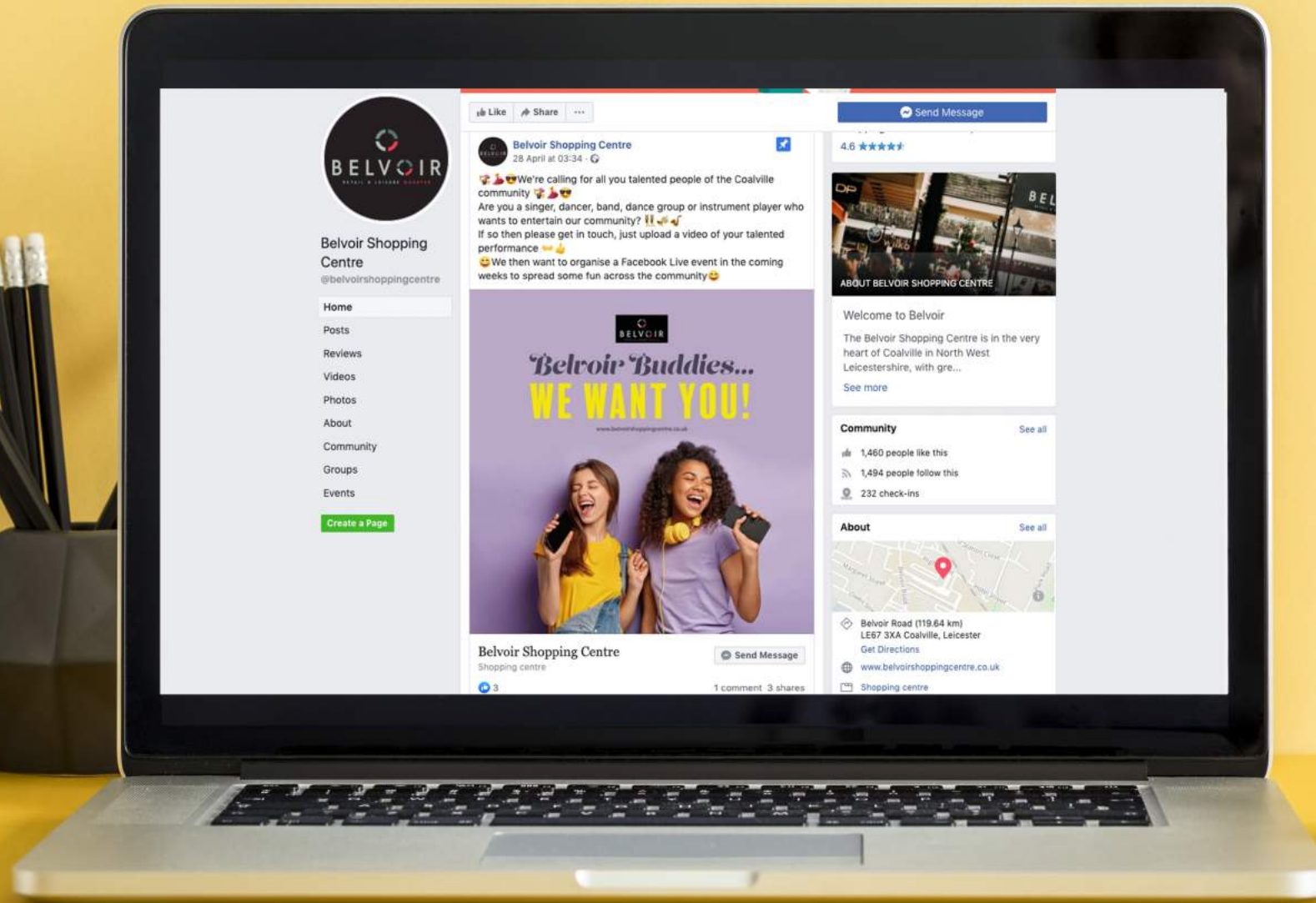
We monitor social media closely to quickly respond to any negative social media comments and take it out of the public eye before it escalates.



ONLINE EVENTS

Physical events may be off limits at the moment but there's no need to lose momentum on your events schedule. For example The Kids Club parents will love a Facebook Live interactive magic show and The DIYers will love a q&a with a home interior.

Mercury will use this time to build relationships with local influencers, community groups and suppliers ready for when events are allowed. Retailers might also want the opportunity to host online events to get people excited for the reopening of their stores. A sneak peak into what's going to be available / first look behind the shutter for example.



SOCIAL DISTANCE EVENTS

EVENTS MIGHT NOT LOOK LIKE THIS FOR A WHILE

When the government permits small social gatherings event management is going to look very different to what we're all used to.

We can plan your "new normal" event down to every detail. From the ideas and finding the right suppliers to queue management and running things on the day.



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THANK YOU

WE LOOK FORWARD TO
DISCUSSING THE NEEDS OF
YOUR BUSINESS COME BACK
IN MORE DETAIL

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🐦 mercury_tweets

📷 mercury_insta

www.mercury-retail.co.uk

